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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/784,694	02/23/2004	Ismail Cem Paya	MS#304550.01 (MSFT5097)	1307
38779 7590 03/09/2007 SENNIGER POWERS (MSFT) ONE METROPOLITAN SQUARE, 16TH FLOOR ST. LOUIS, MO 63102			EXAMINER GORTAYO, DANGELINO N	
			ART UNIT 2168	PAPER NUMBER

SHORTENED STATUTORY PERIOD OF RESPONSE	NOTIFICATION DATE	DELIVERY MODE
3 MONTHS	03/09/2007	ELECTRONIC

Please find below and/or attached an Office communication concerning this application or proceeding.

If NO period for reply is specified above, the maximum statutory period will apply and will expire 6 MONTHS from the mailing date of this communication.

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Office Action Summary	Application No. 10/784,694	Applicant(s) PAYA ET AL.	
	Examiner Dangelino N. Gortayo	Art Unit 2168	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 29 December 2006.
- 2a) ☒ This action is **FINAL**. 2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-31 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1-31 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☒ The drawing(s) filed on 23 February 2004 is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. _____.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413) |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | Paper No(s)/Mail Date. _____ |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08) | 5) <input type="checkbox"/> Notice of Informal Patent Application |
| Paper No(s)/Mail Date _____ | 6) <input type="checkbox"/> Other: _____ |

DETAILED ACTION

Response to Amendment

1. In the amendment filed on 12/29/2006, claims 1, 5, 8, 13, 15, 22, 30-31, and 34 have been amended. The currently pending claims considered below are Claims 1-34.

Claim Rejections - 35 USC § 103

2. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

3. Claims 1-34 are rejected under 35 U.S.C. 103(a) as being unpatentable over Jerome ("Jerome" US Publication 2004/0143667 A1) in view of Calvo ("Calvo" US Patent 7,058,671 B2)

As per claim 1, Jerome teaches "A method of enabling dynamic aggregation of content from a plurality of content providers," (see Abstract)

"said method comprising: defining a template having a plurality of display areas;" (paragraphs 0036, 0057, 0060, wherein a showcase display is composed of different areas for content provider packets to be placed)

"receiving a reference from a content provider, said reference identifying content hosted by the content provider, said content provider having a content provider identifier

associated therewith;" (paragraphs 0036, 0038, 0039, wherein content provider packets from content providers are identified, containing content)

"associating the received reference with a display area identifier related to at least one of the plurality of display areas in the defined template;" (Figures 2, 4, and paragraphs 0037, 0039, 0061, wherein content provider packets are associated with different areas of a showcase display)

"creating a document from the defined template;" (paragraph 0060, wherein a showcase display is created containing structured data from content provider packets)

"associating the associated reference, the display area identifier, and the content provider identifier with the created document;" (Figure 4, 5, and paragraphs 0061, 0062, wherein the showcase display is made and data from content providers, via content provider packets, is used to fill in the display in a structured format)

Jerome does not teach "and storing the created document in a memory area."

Calvo teaches "and storing the created document in a memory area." (column 4 lines 18-23 and column 5 lines 30-42, wherein a document in the form of a web page composed from a template of data is stored in memory). It would have been obvious at the time of the invention for one of ordinary skill in the art to combine Jerome's method of collecting data from a plurality of content providers and placing them in showcase display frames with Calvo's method of storing a document created from a template. This gives the user the advantage of saving a document that is displayed to a user that contains data from a plurality of content providers. The motivation for doing so is to

improve and speed up the act of data retrieval from content providers by working with templates to display dynamic content (column 1 line 60 – column 2 line 7)

As per claim 2, Jerome teaches “receiving a request for the document, said request comprising the content provider identifier;” (paragraph 0043)

“responsive to the received request, retrieving the stored reference and display area identifier based on the content provider identifier;” (paragraph 0061)

“and inserting the retrieved reference into the document based on the retrieved display area identifier.” (paragraph 0049)

As per claim 3, Jerome and Calvo are disclosed as per claim 2 above. Additionally, Calvo teaches “sending the document with the reference to the content provider.” (column 5 lines 18-26)

As per claim 4, Jerome teaches “sending the document with the reference to a client computing device, wherein an application program executing on the client computing device renders the document with the reference by retrieving the content from the content provider via the reference and displaying the retrieved content in the display area identified by the display area identifier.” (paragraph 0030, 0059, 0084)

As per claim 5, Jerome teaches “defining the template having the plurality of display areas comprises defining a web page having a plurality of frames.” (Figures 4,5, and paragraph 0060)

As per claim 6, Jerome teaches “receiving the reference from the content provider comprises receiving a hyperlink from the content provider.” (paragraph 0084)

As per claim 7, Jerome teaches claim 1 above. Additionally, Jerome teaches
“one or more computer-readable media have computer-executable instructions for
performing the method” (paragraph 0029)

**As per claim 8, Jerome teaches “ A method of enabling dynamic aggregation of
content from a plurality of content providers,” (see Abstract)**

“said method comprising: defining a template document having a plurality of
frames;” (paragraphs 0036, 0057, 0060, wherein a showcase display is composed of
different areas for content provider packets to be placed)

“receiving a hyperlink from a content provider, said hyperlink identifying content
hosted by the content provider, said content provider having a content provider identifier
associated therewith;” (paragraphs 0036, 0038, 0039, wherein content provider packets
from content providers are identified, containing content)

“associating the received hyperlink with a frame identifier related to one of the
plurality of frames in the defined template document;” (Figures 2, 4, and paragraphs
0037, 0039, 0061, wherein content provider packets are associated with different areas
of a showcase display)

“creating a web page from the defined template document;” (paragraph 0060,
wherein a showcase display is created containing structured data from content provider
packets)

“associating the associated hyperlink, the frame identifier, and the content
provider identifier with the created web page;” (Figure 4, 5, and paragraphs 0061, 0062,

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wherein the showcase display is made and data from content providers, via content provider packets, is used to fill in the display in a structured format)

Jerome does not teach “and storing the created web page in a memory area.”

Calvo teaches “and storing the created web page in a memory area.” (column 4 lines 18-23 and column 5 lines 30-42, wherein a web page composed from a template of data is stored in memory). It would have been obvious at the time of the invention for one of ordinary skill in the art to combine Jerome’s method of collecting data from a plurality of content providers and placing them in showcase display frames with Calvo’s method of storing a web page created from a template. This gives the user the advantage of saving a document that is displayed to a user that contains data from a plurality of content providers. The motivation for doing so is to improve and speed up the act of data retrieval from content providers by working with templates to display dynamic content (column 1 line 60 – column 2 line 7)

As per claim 9, Jerome teaches “receiving a request for the web page, said request comprising the content provider identifier;” (paragraph 0043)

“responsive to the received request, retrieving the stored hyperlink and frame identifier based on the content provider identifier;” (paragraph 0061)

“and inserting the retrieved hyperlink into the web page based on the retrieved frame identifier.” (paragraph 0049)

As per claim 10, Jerome teaches “receiving the request comprises receiving a dynamic uniform resource locator having the content provider identifier as a query string parameter.” (paragraph 0070)

As per claim 11, Jerome teaches “sending the web page with the hyperlink to the content provider.” (paragraph 0084)

As per claim 12, Jerome teaches “sending the web page with the hyperlink to a client computing device, wherein a web browser executing on the client computing device renders the web page with the hyperlink by downloading the content from the content provider via the hyperlink and displaying the downloaded content in the frame identified by the frame identifier.” (paragraph 0030, 0059, 0084)

As per claim 13, Jerome teaches “defining the template document comprises defining the template document using a hypertext markup language.” (paragraph 0030)

As per claim 14, Jerome teaches claim 8 above. Additionally, Jerome teaches one or more computer-readable media have computer-executable instructions for performing the method” (paragraph 0029)

As per claim 15, Jerome teaches “One or more computer-readable media having computer-executable components for enabling dynamic aggregation of content from a plurality of content providers,” (see Abstract)

“said components comprising: a template component to define a template having a plurality of display areas;” (paragraphs 0036, 0057, 0060, wherein a showcase display is composed of different areas for content provider packets to be placed)

“an interface component to receive a reference from a content provider, said reference identifying content hosted by the content provider, said content provider having a content provider identifier associated therewith,” (paragraphs 0036, 0038,

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0039, wherein content provider packets from content providers are identified, containing content)

“said interface component further adapted to associate the received reference with a display area identifier related to at least one of the plurality of display areas in the template defined by the template component;” (Figures 2, 4, and paragraphs 0037, 0039, 0061, wherein content provider packets are associated with different areas of a showcase display)

“and a memory component to create a document from the template defined by the template component” (Figure 4, 5, and paragraph 0060, 0061, and 0062, wherein a showcase display is created containing structured data from content provider packets)

Jerome does not teach “and to store the reference, the display area identifier, and the content provider identifier with the created document in a memory area.”

Calvo teaches “and to store the reference, the display area identifier, and the content provider identifier with the created document in a memory area.” (column 4 lines 18-23 and column 5 lines 30-42, wherein a document in the form of a web page composed from a template of data is stored in memory, including storing template data). It would have been obvious at the time of the invention for one of ordinary skill in the art to combine Jerome’s method of collecting data from a plurality of content providers and placing them in showcase display frames with Calvo’s method of storing a document created from a template. This gives the user the advantage of saving a document that is displayed to a user that contains data from a plurality of content providers. The motivation for doing so is to improve and speed up the act of data retrieval from content

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providers by working with templates to display dynamic content (column 1 line 60 – column 2 line 7)

As per claim 16, Jerome teaches “the interface component is further adapted to receive a request for the document, said request comprising the content provider identifier.” (paragraph 0043)

As per claim 17, Jerome teaches “the memory component, responsive to the request received by the interface component, is further adapted to retrieve the stored reference and display area identifier based on the content provider identifier.” (paragraph 0061)

As per claim 18, Jerome teaches “a generation component to insert the reference retrieved by the memory component into the document based on the display area identifier retrieved by the memory component.” (paragraph 0049)

As per claim 19, Jerome teaches “the interface component is further adapted to send the document with the reference inserted by the generation component to a client computing device, wherein an application program executing on the client computing device renders the document with the reference by retrieving the content from the content provider via the reference and displaying the retrieved content in the display area identified by the display area identifier.” (paragraph 0030, 0059, 0084)

As per claim 20, Jerome teaches “the template component is further adapted to define a web page having a plurality of frames.” (Figures 4,5, and paragraph 0060)

As per claim 21, Jerome teaches “the interface component is further adapted to receive a hyperlink from the content provider.” (paragraph 0084)

As per claim 22, Jerome teaches “A system for enabling dynamic aggregation of content from a plurality of content providers,” (see Abstract)

“said system comprising: a first memory area to store a template defining a plurality of display areas;” (paragraphs 0036, 0057, 0060, wherein a showcase display is composed of different areas for content provider packets to be placed)

“a second memory area to store a plurality of references each identifying content hosted by a content provider,” (paragraphs 0036, 0038, 0039, wherein content provider packets from content providers are identified, containing content)

“wherein each of the plurality of references is associated with one of the plurality of display areas in the template stored by the first memory area;” (Figures 2, 4, and paragraphs 0037, 0039, 0061, wherein content provider packets are associated with different areas of a showcase display)

“and a computing device to create a document from the template stored in the first memory area” (paragraph 0060, wherein a showcase display is created containing structured data from content provider packets)

Jerome does not teach “and to dynamically insert each of the plurality of references stored in the second memory area into the associated display area of the created document responsive to a request for the document.”

Calvo teaches “and to dynamically insert each of the plurality of references stored in the second memory area into the associated display area of the created document responsive to a request for the document.” (column 4 lines 7-23 and column

5 lines 30-42, wherein a document in the form of a web page composed from a template of data is stored in memory). It would have been obvious at the time of the invention for one of ordinary skill in the art to combine Jerome's method of collecting data from a plurality of content providers and placing them in showcase display frames with Calvo's method of storing a document created from a template. This gives the user the advantage of saving a document that is displayed to a user that contains data from a plurality of content providers. The motivation for doing so is to improve and speed up the act of data retrieval from content providers by working with templates to display dynamic content (column 1 line 60 – column 2 line 7)

As per claim 23, Jerome teaches “the computing device is further adapted to send the document with the plurality of references to a client application program responsive to a request for the document.” (paragraph 0043)

As per claim 24, Jerome teaches “the client application program executes to retrieve the content via the references and to render the content in the document.” (paragraph 0049, 0061)

As per claim 25, Jerome teaches “the document comprises a web page, wherein each of the references comprises a hyperlink, and wherein each of the display areas comprises a frame.” (Figures 4,5, and paragraph 0060)

As per claim 26, Calvo teaches “one of the plurality of references comprises a reference to a user authentication service.” (paragraph 0078, 0080)

As per claim 27, Jerome teaches “each of the plurality of references identifies content from a different content provider.” (paragraph 0084, 0085)

As per claim 28, Calvo teaches “the content identifies the content provider associated therewith.” (paragraph 0039)

As per claim 29, Jerome teaches “the content comprises one or more of the following: text, graphics, audio, and video.” (paragraph 0037)

As per claim 30, Jerome teaches “A web service for cobranding a login user interface,” (see Abstract)

“said web service comprising: a template document defining a plurality of frames;” (paragraphs 0036, 0057, 0060, wherein a showcase display is composed of different areas for content provider packets to be placed)

“a plurality of hyperlinks each identifying content hosted by a content provider, wherein each of the plurality of hyperlinks is associated with one of the plurality of frames defined in the template document,” (Figures 2, 4, and paragraphs 0037, 0039, 0061, wherein content provider packets are associated with different areas of a showcase display)

“wherein the content for one of the plurality of hyperlinks includes a user name text box and a password text box;” (paragraph 0078, 0080, wherein a user login prompt, including user name and password, is needed to access the system)

“and computer-executable instructions to dynamically create a web page from the defined template document” (paragraph 0060, wherein a showcase display is created containing structured data from content provider packets)

Jerome does not teach “and to insert each of the plurality of hyperlinks into the associated frame in the created web page responsive to a request for the web page.”

Calvo teaches “and to insert each of the plurality of hyperlinks into the associated frame in the created web page responsive to a request for the web page.” (column 4 lines 7-23 and column 5 lines 30-42, wherein a document in the form of a web page composed from a template of data is stored in memory). It would have been obvious at the time of the invention for one of ordinary skill in the art to combine Jerome’s method of collecting data from a plurality of content providers and placing them in showcase display frames with Calvo’s method of storing a document created from a template. This gives the user the advantage of saving a document that is displayed to a user that contains data from a plurality of content providers. The motivation for doing so is to improve and speed up the act of data retrieval from content providers by working with templates to display dynamic content (column 1 line 60 – column 2 line 7)

As per claim 31, Jerome teaches “the computer-executable instructions, when executed, send the web page with the plurality of hyperlinks to a client responsive to a request for the web page from the client.” (paragraph 0043)

As per claim 32, Jerome teaches “the client comprises an application program or a computing device or both.” (Figure 1 and paragraphs 0029, 0030)

As per claim 33, Jerome teaches “the client retrieves the content identified by each of the hyperlinks and renders the retrieved content in the associated frames in the web page.” (paragraph 0049, 0061)

As per claim 34, Jerome teaches “another plurality of hyperlinks each identifying content associated with another content provider, and wherein the computer-executable instructions execute, responsive to a request from the another content provider, to dynamically create another web page from the defined template document and to retrieve the another plurality of hyperlinks and to insert the retrieved another plurality of hyperlinks into the associated frames in the another web page.” (paragraph 0030, 0059, 0084)

Response to Arguments

4. Applicant's arguments with respect to claim 1-31 have been considered but are moot in view of the new ground(s) of rejection. The amendments to the independent claims necessitated new grounds of rejection.

Conclusion

5. Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the

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shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

6. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Dangelino N. Gortayo whose telephone number is (571)272-7204. The examiner can normally be reached on M-F 7:30-4:30.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Tim T. Vo can be reached on (571)272-3642. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

Dangelino N. Gortayo
Examiner

DL



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